

## ABSTRACT

A central wireless microcomputer of a central wireless unit (transmitter) constituting a wireless AV system identifies a content type of video and audio data to be transmitted, according to EPG, and sets a transmission rate of the video and audio data to be transmitted, according to a detected communication condition. According to the content type thus identified, the central wireless microcomputer executes transmission rate modification control by modifying the transmission rate thus set, with reference to an MPEG rate. Thus, even when the communication condition deteriorates, it is possible to minimize deterioration of the video and audio data and maintain data transmission as much as possible.